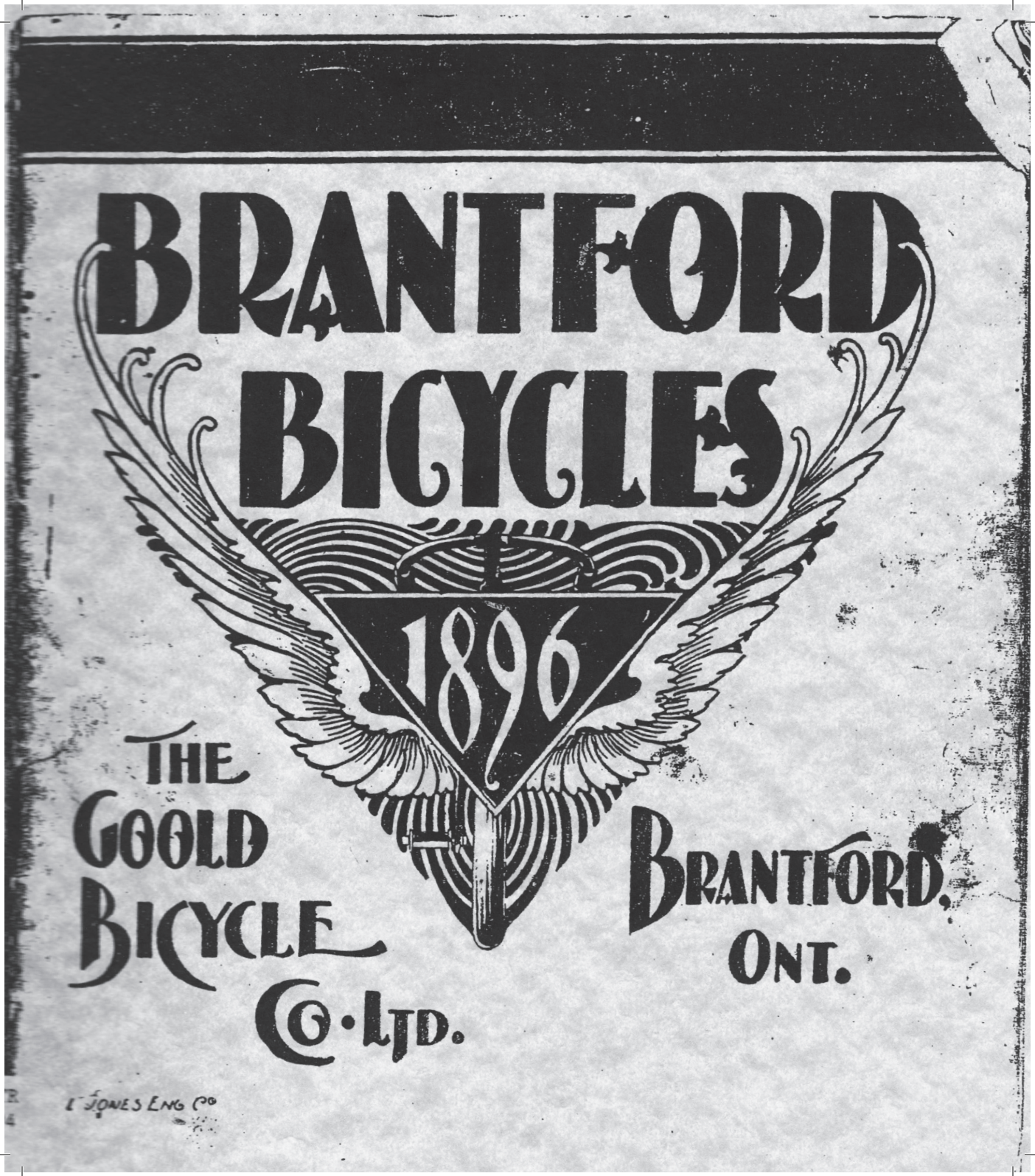
BRANTFORD
BICYCLES
1896
THE
GOOLD
BICYCLE
CO·LTD.
BRANTFORD,
ONT.
L. JONES ENG CO

$150.

Brantford Bicycles

1896

The Goold Bicycle Co., Ltd.

BRANTFORD, ONT.

BRANCHES:

Montreal—2413 St. Catherine St.
Toronto—99 Yonge Street.
Winnipeg, Man.
St. John, N.B.

E. L. GOOLD, PRESIDENT

W. J. KNOWLES
VICE-PRESIDENT AND SECRETARY

W. H. SHAPLEY,
SUPERINTENDENT OF WORKS.

Our Fourteenth Annual Greeting.

Brantford Bicycles are the embodiment of high grade, presenting all modern features in scientific construction. They are the best we know how to make, and during all these years our experience, resources and facilities for manufacturing the best have been steadily increasing. Our history dates with the beginning of Canadian cycling, and to-day Brantfords are the acknowledged standard bicycles of the country. In full recognition of the intelligence of the cycling public, we centre our undivided efforts in the direction of the most perfect bicycle possible to manufacture, and invite rigid investigation of the BRANTFORD, in the consciousness that our wheels will again meet with the appreciation of those who are content only with the best. Whether on the road or track, they have gone to the front. What more could you ask as a test of quality? Our ability to manufacture the highest type of wheel—the light, staunch and speedy racer—is, without question,

The Bingham Printing Co.
Toronto

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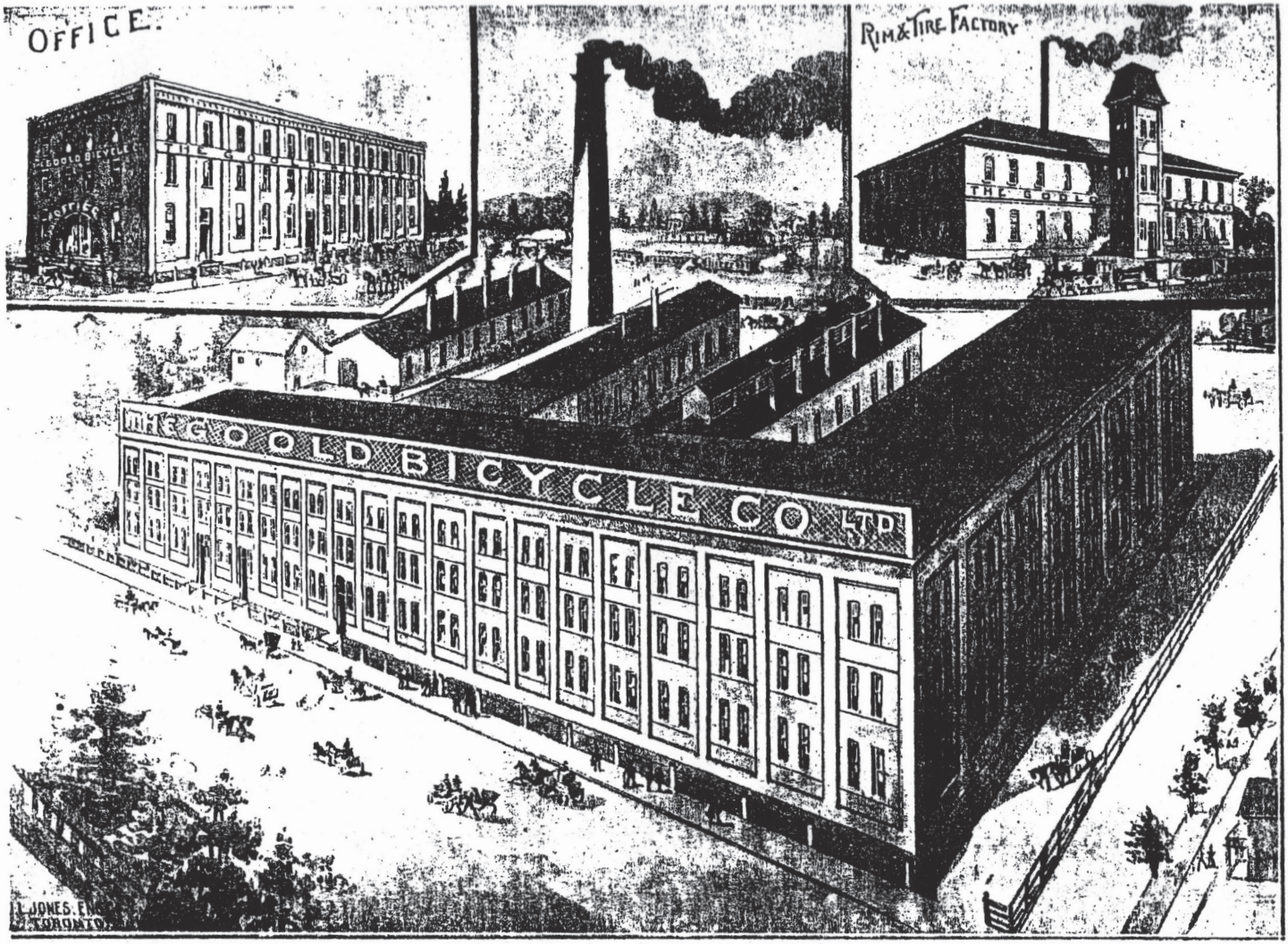
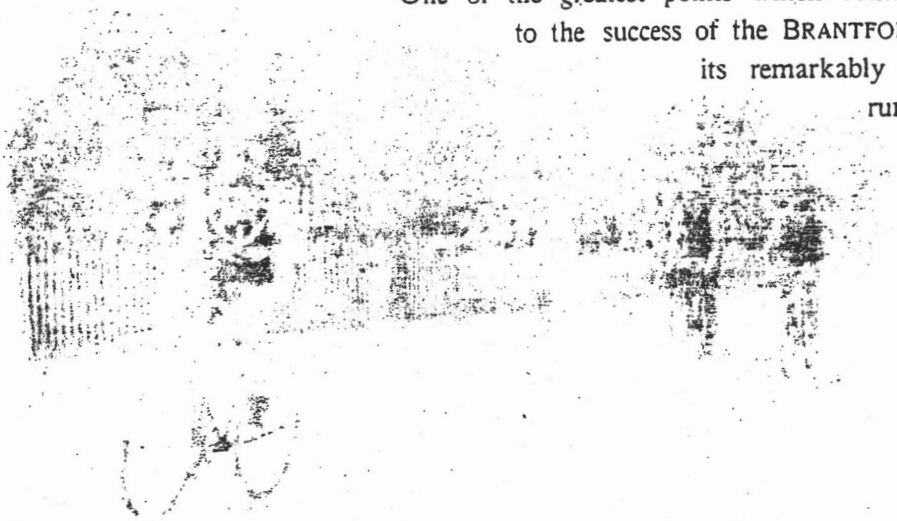


THE HOME OF THE RED BIRDS—WHERE BRANTFORDS ARE BUILT.

indicative of our ability to build equally fine road machines. We followed the fashion with a racing team, and sent them over the circuit with our RED BIRD racer, and from the far eastern tracks to the shadows of the Rockies they won all important events, including all important Canadian championships and records, many of which stand as world's marks to-day, establishing a record to which Canadians can point with pride. Could such a reputation be gained on any but a superior wheel ?

One of the greatest points which contribute to the success of the BRANTFORD is its remarkably easy running



McLeod winning the One Mile Championship.

qualities, which is true of our entire line, and a most significant fact is that it has been styled the fastest wheel on earth, and stamped by all mechanical and scientific men as a triumph of constructional skill.

The Goold Bicycle Co., Ltd.

AMPLE facilities for promptly marketing goods are as essential to the prosperity of an enterprise and the satisfaction of its patrons as is the thorough organization of the manufacturing department, which only can insure perfection in the output. . . . . .

Our business is the result of many years of practical experience and investigation, and it is our aim to conduct all business relations with our customers in a manner which shall meet with their approval as well as our own.

Branch houses at 99 Yonge Street, Toronto ; 2413 St. Catherine Street, Montreal ; St. John, N.B., and Winnipeg, Man., together with nearly a thousand agencies, complete our distributing equipment.

Brantford factories are the largest and most complete in Canada, and compare favorably with any in the world. The increase in demand for Brantfords has resulted in unusual activity on our part. We spare neither time nor expense to secure the most improved machinery to keep our wheels at the head of the line.

Model A,

Road Racer

THIS machine is designed for fast riding on the road, and is intended for that class of wheelmen who require a machine light enough to be used at times for racing on the track, and yet strong enough to carry them safely over the roughest roads.

SPECIFICATION.

FRAME—24 in. or 22 and 26, according to order.

CHAIN—¼ in. hardened pin, Wilson patent.

SPROCKETS — Cycloidal of special pattern, detachable.

PEDALS—Best barrel rat-trap, or rubber to order.

HANDLE-BAR—No. 3, or 1, 2, or adjustable to order.

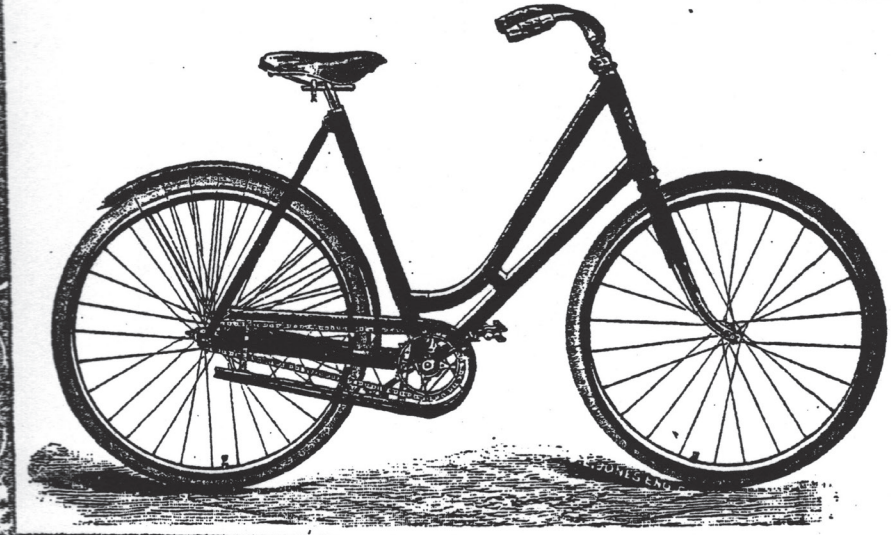
SADDLE—XI, B.F. or H to order.

TIRE—1⅜ Electric Double Tube, or 1½, 1¾ Single or Double Tube to order.

WEIGHT—21 lbs. and upwards, according to fittings.

GEAR—68.

FINISH—Crimson enamel with nickel trimmings, or black to order.



BRANTFORD STYLE B.
Price $100.

Model B,

Ladies' Machine.

SPROCKETS—Cycloidal of special pattern, detachable.

PEDALS—Best barrel rubber.

HANDLE-BAR—No. 2 or 1, or adjustable to order.

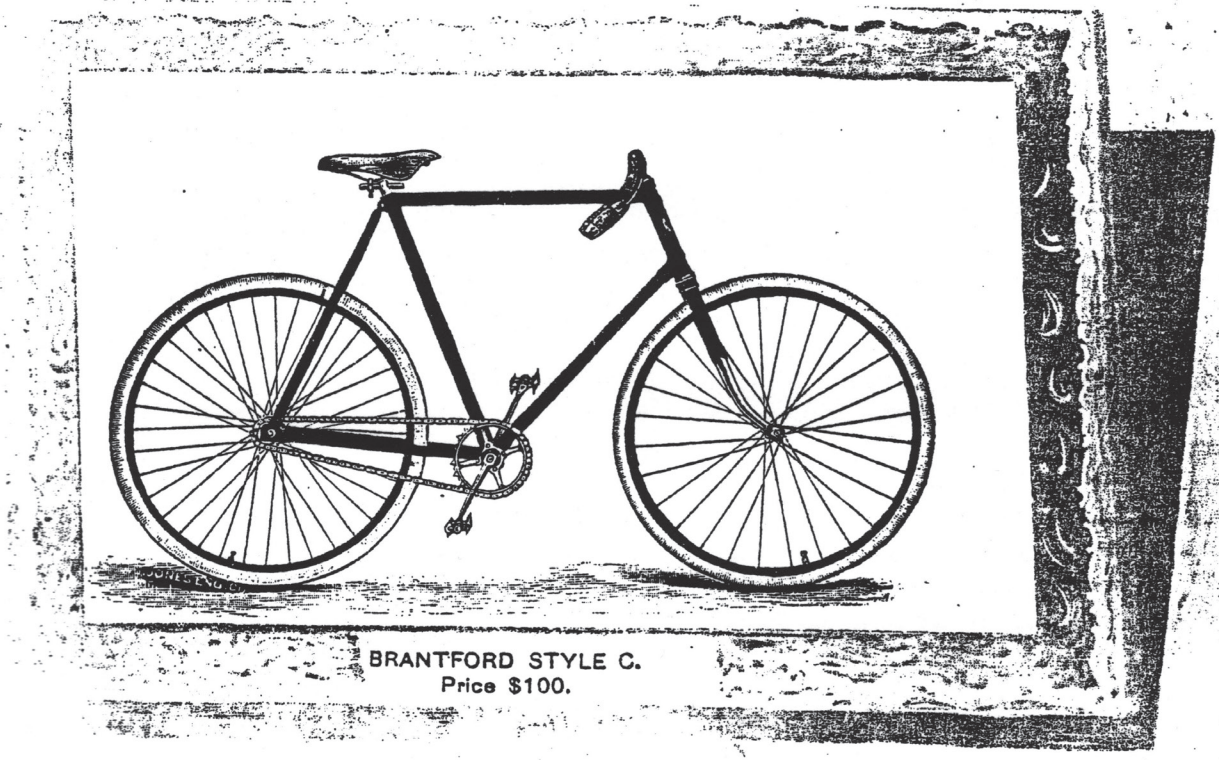
SADDLE—Pneumatic Ladies', or B.F., H or XI to order.

TIRE—1⅝ Electric Double Tube, or 1½, 1¾ Single or Double Tube to order.

CRANKS—Short throw. GEAR—61.

WEIGHT—22 lbs. and upwards, according to fittings.

FINISH—Crimson enamel with nickel trimmings, or black to order.



BRANTFORD STYLE C.
Price $100.

Model C,

Light Roadster.

THIS handsome roadster is constructed on the same lines as our Model A, but is fitted heavier for the greater amount of knocking around it is found to receive at the hands of inexperienced riders.

SPECIFICATION.

FRAME—24 in., or 22 and 26, according to order.

CHAIN—¼ hardened pin, Wilson patent.

SPROCKETS—Cycloidal of special pattern, detachable.

PEDALS—Best barrel rat-trap, or rubber to order.

HANDLE-BAR—No. 1 or 2 and 3, or adjustable to order.

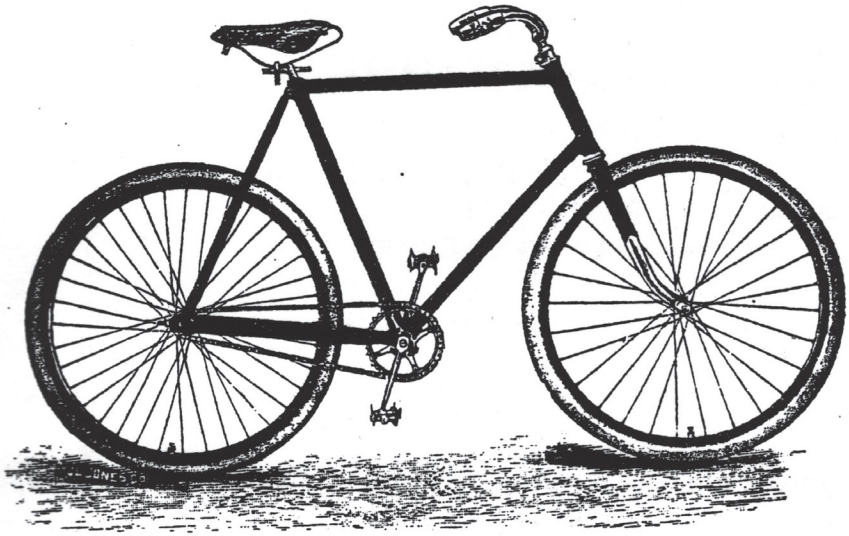
SADDLE—XI or B.F., or H to order.

TIRE—1⅝ Electric Double Tube, or 1½, 1¾ Single or Double Tube to order.

WEIGHT—24 lbs. and upwards, according to fittings.

GEAR—68.

FINISH—Crimson enamel with nickel trimmings, or black to order.



BRANTFORD STYLE D.
Price $100.

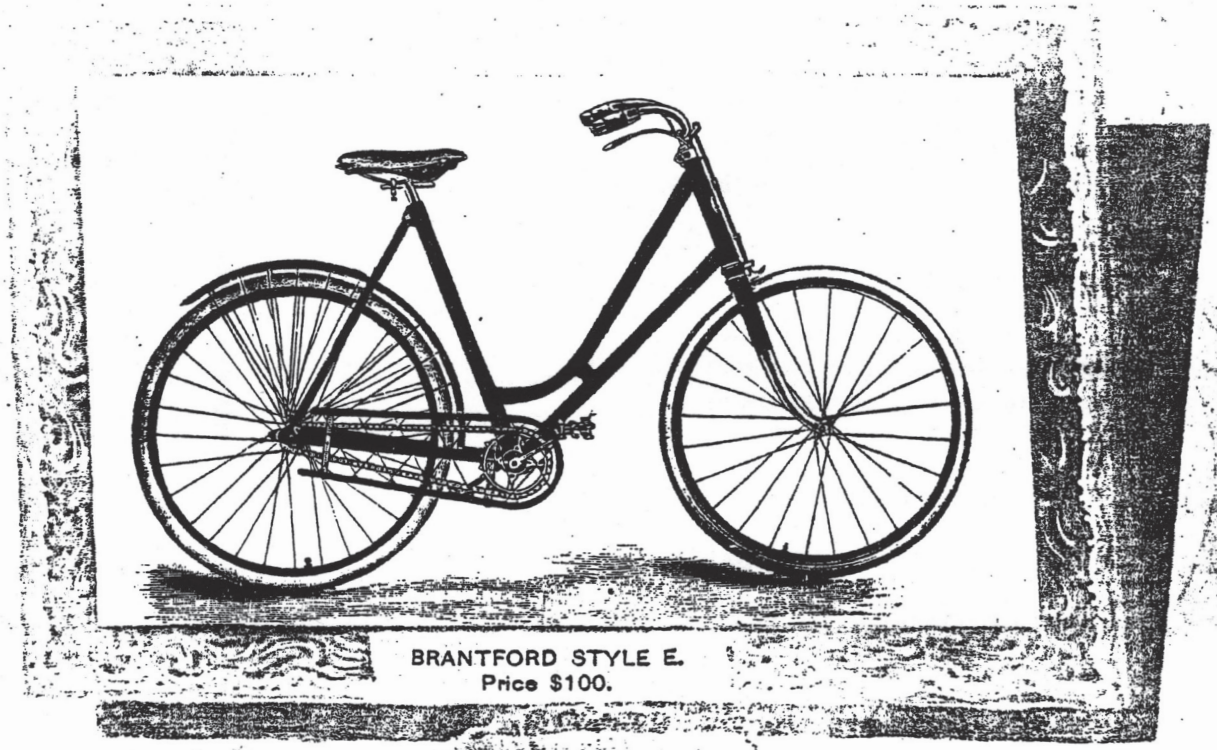
Model D

Roadster.

THIS machine is specially designed for very large men, or those whose cycling experience consists of rides over all kinds of roads under every condition of weather. It is constructed on the same lines as all other models, but is fitted with heavier tires and other equipments.

SPECIFICATION.

FRAME—24 in., or 22 and 26, according to order.
CHAIN—¼ in. hardened pin, Wilson patent.
SPROCKETS—Cycloidal of special pattern, detachable
PEDALS—Best barrel rat-trap, or rubber to order.
HANDLE-BAR—No. 2, 1, 3, or adjustable to order.
SADDLE—XI or B. F., or H to order.
TIRE—1¾ Electric Double Tube, or 1½, 1⅝ Single or Double Tube to order.
WEIGHT—26 lbs., according to fittings.
GEAR—68.
FINISH—Crimson enamel with nickel trimmings, or black to order.



BRANTFORD STYLE E.
Price $100.

Model E,

Ladies' Roadster.

THIS machine is particularly adapted for rough and heavy riding on country roads. It is constructed on the same lines as our Model B, but is fitted with brake and heavier tires.

SPECIFICATION.

FRAME—19 in. or according to order.

CHAIN—¼ in. hardened pin, Wilson patent.

SPROCKETS—Cycloidal of special pattern, detachable.

PEDALS—Best barrel rubber.

HANDLE-BAR—No. 2 or No. 1, adjustable to order.

SADDLE—Pneumatic Ladies,' B.F., H or XI, to order.

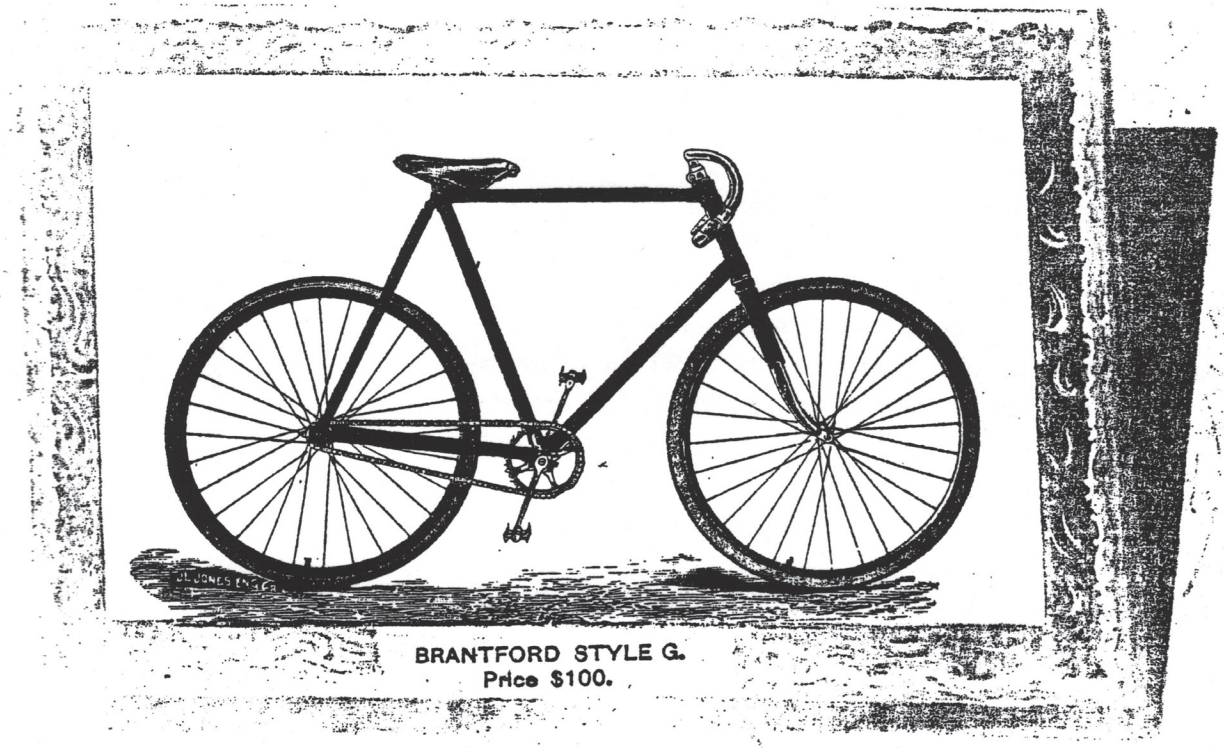
TIRES—1¾ Electric Double Tube, or 1½, 1⅝ Single or Double Tube to order.

CRANKS—Short throw.

WEIGHT—24 lbs. and upwards, according to fittings.

GEAR—61.

FINISH—Crimson enamel with nickel trimmings, or black to order.



BRANTFORD STYLE G.
Price $100.

Model G,

Red Bird Racer.

This is one of our wheels that does not need an introduction. All followers of track events are familiar with our Red Bird Racers, so called because of their crimson finish. We have made an exhaustive study of track requirements and superior speed specialties, such as chain, sprocket, bearings, frame and other modern features of excellence, which form a combination unequalled by any other wheel in the world. They won at least 75 per cent. of all races held in Canada during the season of 1895, and at present hold all important Canadian championships and records; also many world's records, notably the world's mile unpaced in 1.33 3-5.

SPECIFICATION.

FRAME—24 in. or 26 in., according to order.
CHAIN—3-16 in., hardened pin, Wilson patent.
SPROCKETS—Cycloidal of special pattern, detachable
PEDALS—Best barrel rat-trap.
HANDLE-BAR—No. 4 or No. 3, to order.
SADDLE—XI Special or A Special, to order.
TIRE—1¼ Electric Single Tube.
WEIGHT—16 lbs. and upwards, according to fittings.
GEAR—72.
FINISH—Crimson enamel, with nickel trimmings, or black to order.

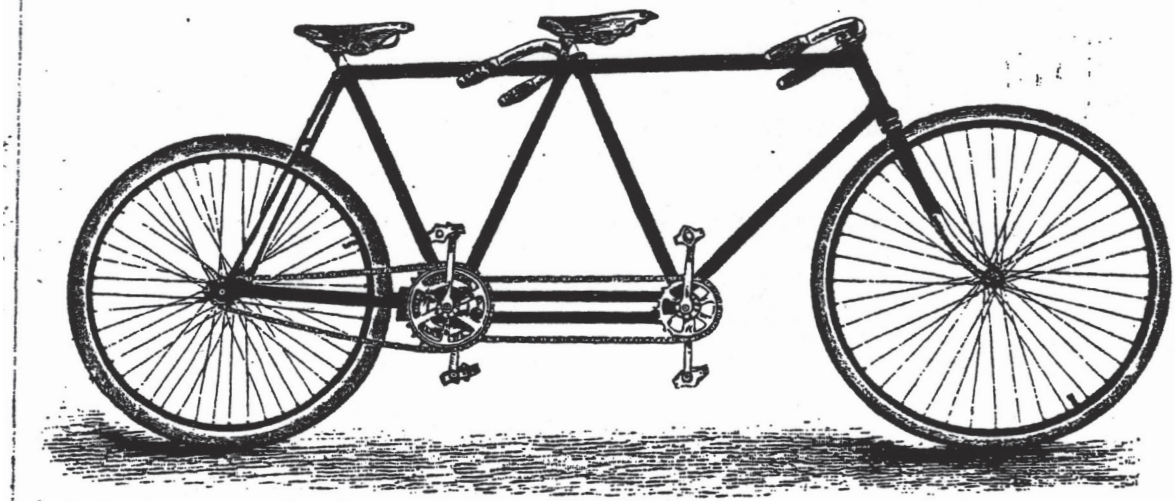
MARSHALL WELLS,
Ex-Champion of Canada.

ANGUS McLEOD, CHAMPION OF CANADA.
Holder of World's Mile Record.

Caution.

A word of caution to buyers should be offered. In buying a bicycle, as in buying anything requiring supreme skill to produce the highest and most enduring results, remember that the influence of the mass of makers and agents is enlisted against the leading article of its kind, and that inducements other than the intrinsic merits of the goods themselves are freely used to force the sale of a cheaper line. "Under the best apple tree are found the most sticks and stones." Brantfords are sold at a fixed price, and nowhere else can you get higher quality or better value for the price you pay.

HARLEY DAVIDSON,
Holder of all Canadian Records.



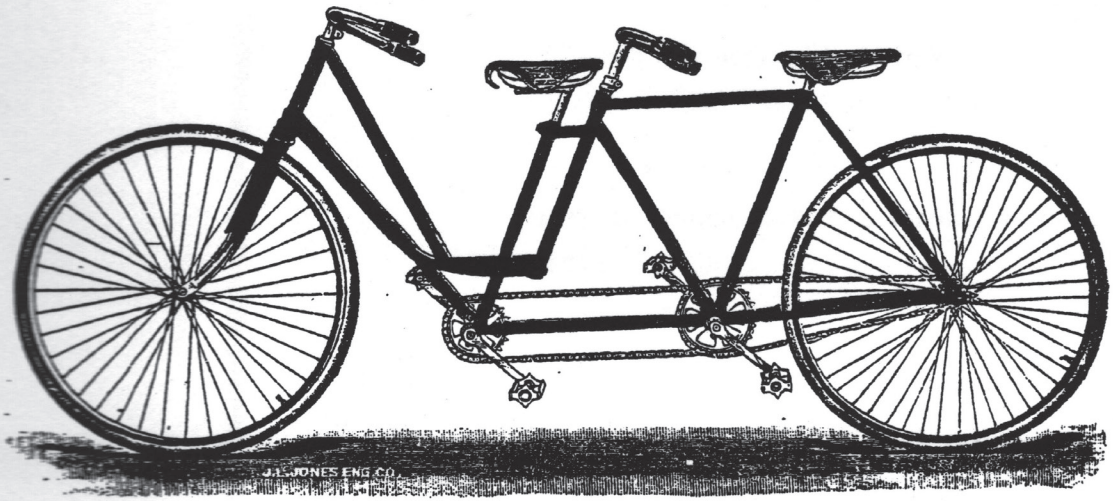
BRANTFORD TANDEM.
Price $150.

Brantford Gents' Tandem.

OWING to the great demand for our single bicycles last season, we were unable to place our tandem on the market until this late date. We are sure to meet with great success, however, with this class of machine, as it has the stiffest frame and other improvements which have made the Red Bird famous. It is made in either double diamond, for two men, or with combination frame for lady and gentlemen, and is furnished only according to specification.

SPECIFICATION.

WHEELS—Both 28 in.
TREAD—Narrow, 4½ to front and 5½ to rear.
DETACHABLE large chain wheels.
GEAR—96.
CRANKS—Detachable.
HANDLE-BARS—Adjustable.
SADDLES—XI.
FINISH—Red enamel with nickel trimmings.



BRANTFORD TANDEM—LADY'S AND GENT'S.
Price $150.

Brantford Combination Tandem.

This machine is intended for either lady or gentleman, and by those who wish to take out their lady friends it will be found all that can be desired.

The frame is dropped to allow the dress to fall gracefully, and the tubes are brazed in such a manner as to render it as rigid as the diamond pattern.

SPECIFICATION.

WHEELS—Both 28 inch. TREAD—Narrow.

LARGE chain wheels. GEAR—80.

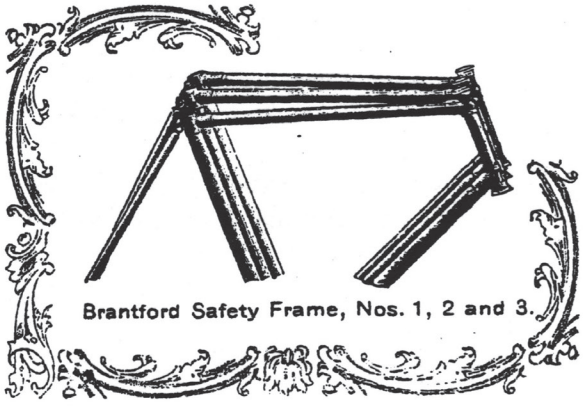
HANDLE-BARS—Adjustable.

CRANKS—Detachable. SADDLES—XI.

FINISH—Red enamel with nickel trimmings.

Frames.

OUR frames are scientifically built with finest seamless steel tubing, and are treated to a special process under which the tensile strength of each tube is increased one hundred per cent. They are unapproached, under all recognized tests, by any other material or method of construction, and have won the approval of all experts who have examined their construction.

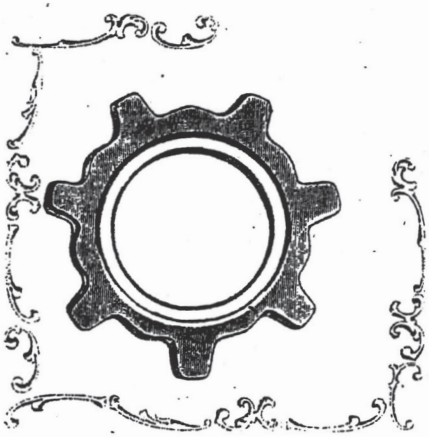


Brantford Safety Frame, Nos. 1, 2 and 3.

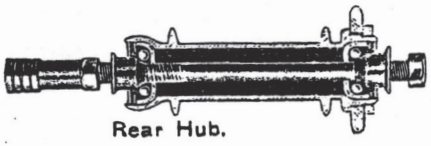
They will be built with 1¼ centre, lower and top tube, reinforced at all joints with our own special taper reinforcement, which, together with our ⅞ rear fork, secures a great stiffness of frame, which other makers have failed to secure. We make these in three heights, measuring 22 in., 24 in. and 26 in. Our regular frame, No. 2, will be found most suitable for the average rider.

Brantford Cycloidal Sprocket.

THIS cut represents the shape of the teeth which form our Cycloidal Sprocket. It is impossible, however, to show its advantages on paper as clearly as when demonstrated in its actual working in connection with a Brantford chain. It is simply the adoption of a well-known mechanical principle used on gear wheels. Any good mechanic knows that a gear wheel with imperfect teeth will not drive machinery properly, and that the greatest care and most scientific researches have been expended in perfecting the form of gear wheel teeth; also that the slightest variation from the correct form will cause wear and friction. At least ninety per cent. of the friction in the running gear of a bicycle lies in chain-driving mechanism, and any device which will lessen the friction is of the utmost value; so we fit our machines with cycloidal sprockets, front and rear, the teeth of which are cut mechanically true, and is therefore worthy of the first consideration in the selection of a machine where attention is given to the improvement of every detail. Both sprockets are detachable, and will be highly appreciated by those riders who use different gears for different uses of the wheel. The outer rim of sprocket is firmly secured by means of four small bolts and nuts, and may be detached at a moment's notice with the use of a wrench.



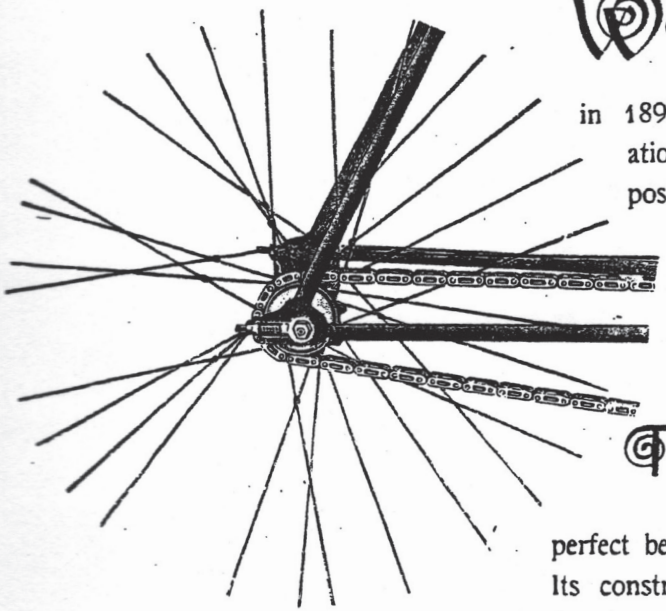
misleading, ineffective devices. Our record during the past season will bear out our claim of the easiest running wheel on earth.



Rear Hub.

Chain Adjustment.

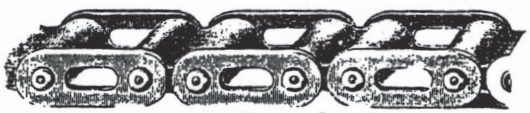
We present the same chain adjustment as used by us in 1895 (with a few slight alterations), which is so simple and positive in its action as to admit of no improvement.



Rear Chain Adjustment.

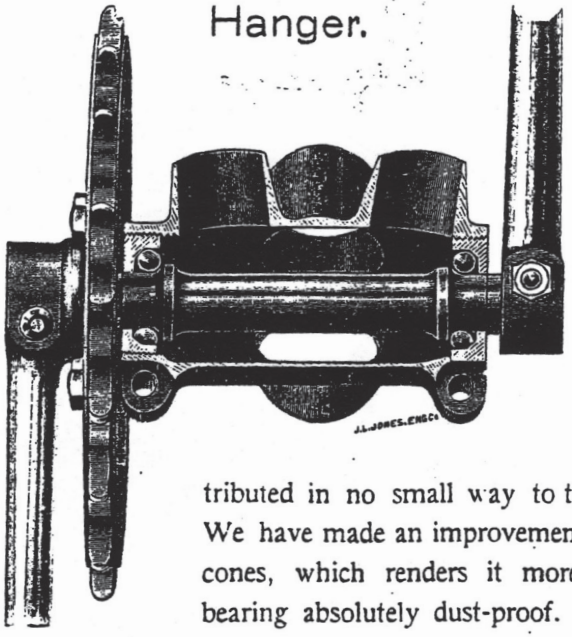
Chains.

The Brantford Wilson chain is unquestionably the only perfect bearing chain on the market. Its construction is a radical change from any other pattern now in use. The fact of its having the only practical hardened rivet, which is a positive proof against wear, and cut absolutely perfect in pitch, renders it superior to anything of the kind yet produced. This is one of the features which contribute to the great success and easy-running qualities of the Brantford Red Bird during the past season and on which many world's records were broken.



Brantford Wilson Chain.

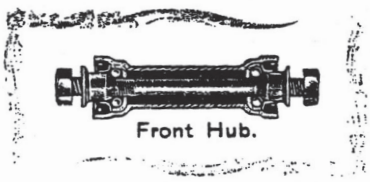
Crank Hanger.



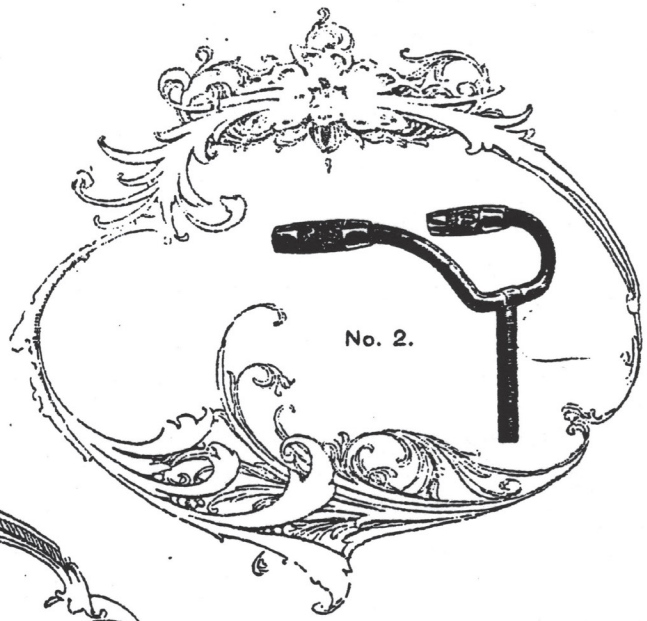
THESE vital parts receive the highest possible attention, and are turned from the solid bar, hardened and ground. . . Their construction is such as to make them dust-proof. This is the same as used by us in our Red Bird of 1895, and contributed in no small way to the success of this machine. We have made an improvement in the adjustment of the cones, which renders it more efficient and the whole bearing absolutely dust-proof.

Brantford Barrel Hubs.

BRANTFORD bearings have always been noted for their excellent running qualities, and to this exceedingly important feature we have devoted more attention than ever before. Our cases and cones are carefully designed to carry the balls with the least possible friction, and to admit of ready and accurate adjustment. We turn them from the solid bar steel of the finest quality for the purpose, and are not willing to resort to new fads which only add complications and increase friction. We rely upon perfection of construction and workmanship rather than



Front Hub.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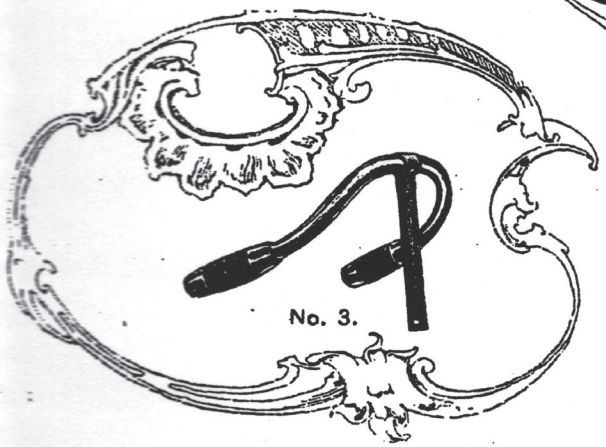
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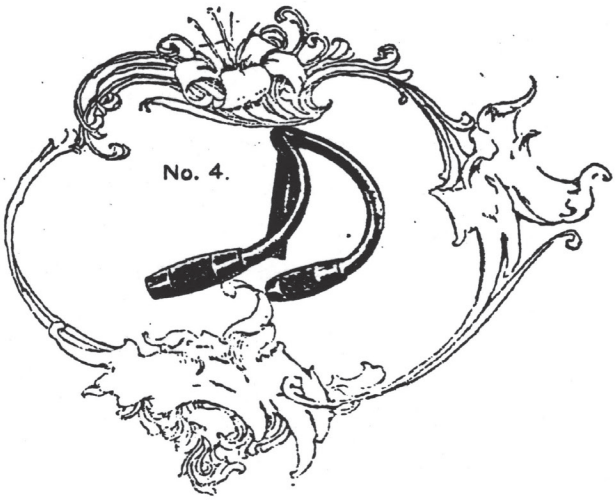
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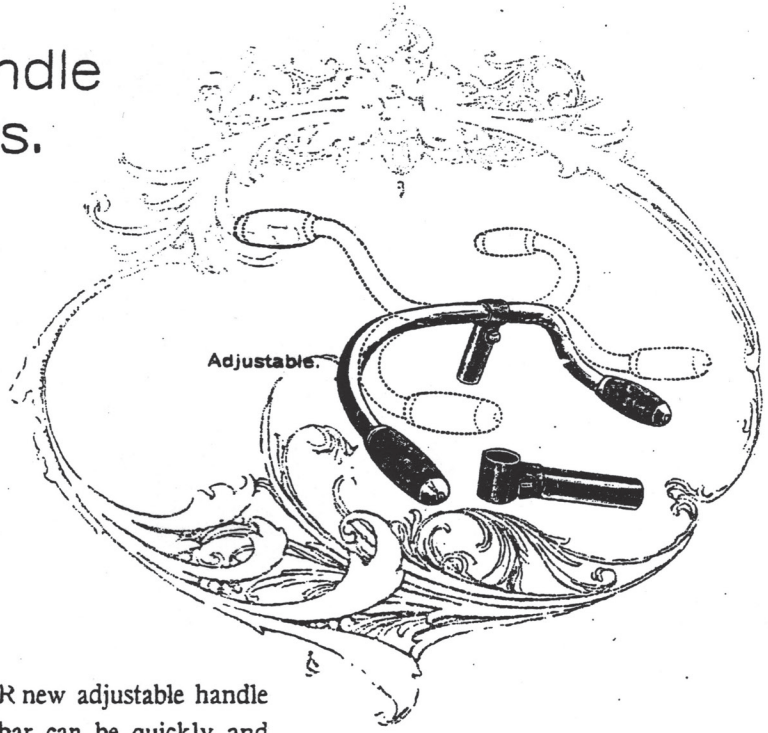
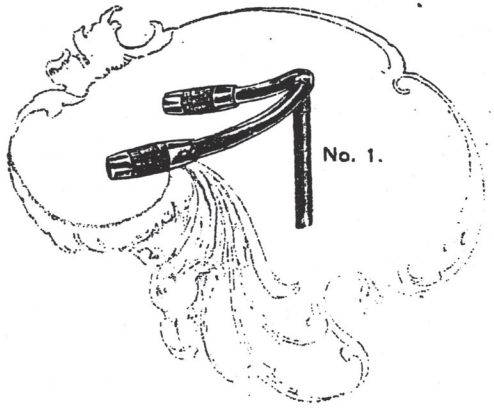
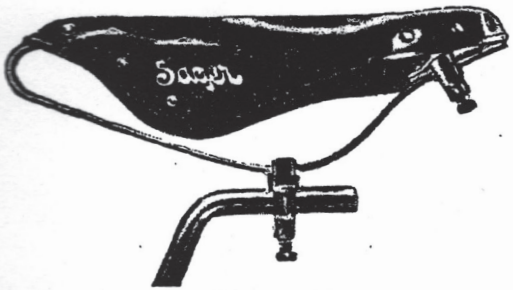
Handle Bars.



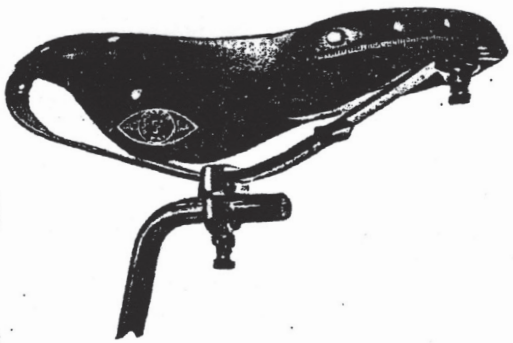
OUR new adjustable handle bar can be quickly and easily attached at any desired angle to the upright or reversed. The bar is designed to meet the tastes and requirements of all. It is specially strong, owing to our secret process of treating the tubes. Our new celluloid-tipped cork handles will be universally admired.



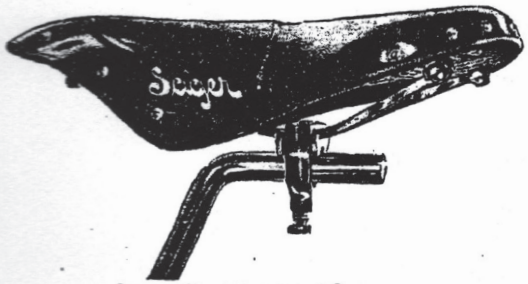
Saddles.



Style H. Weight, 24 ozs.

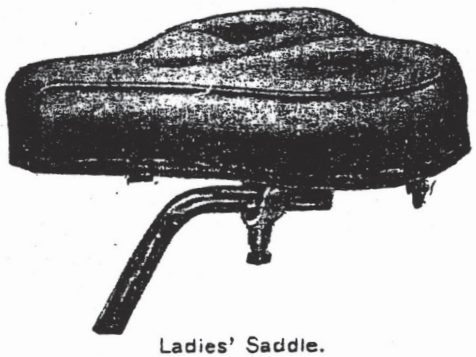


Style F. Weight, 28 ozs.



Style XI. Weight, 16 ozs.

Style B.

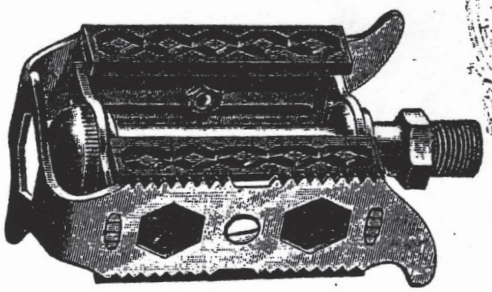


Ladies' Saddle.

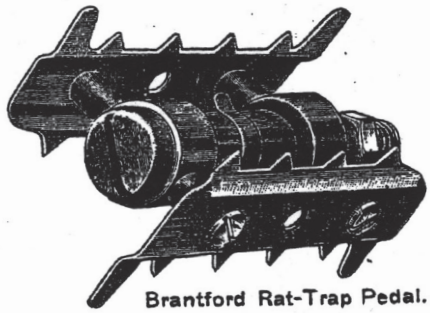
OUR 1896 line of Sagers have many new ideas and devices which contribute to their phenomenal popularity. The tops are carefully lasted to fit the rider. The leather is specially tanned and finished for the purpose, securing a beautiful and comfortable saddle top. The springs are manufactured from the finest grade of steel procurable, tempered and tested to insure their absolute strength and durability. Drop forgings are used exclusively for clips and fittings, so shaped as to form the greatest strength. All are carefully nickeled on copper and finely finished. For those who require a soft and easy-running pneumatic saddle—particularly women—they will find our new one all that is to be desired.

Brantford Pedals.

QUALITY and workmanship are the highest aim in the construction of the Brantford Pedal. Many so-called high-grade wheels are found fitted with cheap tin-cap pedals, converting them into rattle traps, and causing endless annoyances to their riders. No wheel should be styled high grade unless fitted



Brantford Rubber Pedal.

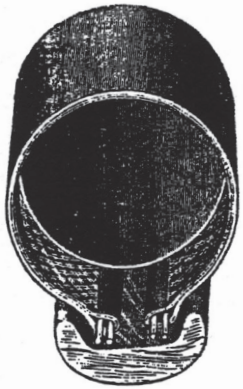


Brantford Rat-Trap Pedal.

with the best and most approved pedals. Brantford pedals have always been noted for their durability and the comfort they afford in riding. They are constructed of the finest material, and will be fitted with our detachable rubber plates if so desired. They present a very neat appearance, and are thoroughly dust-proof and protected at all bearing parts.

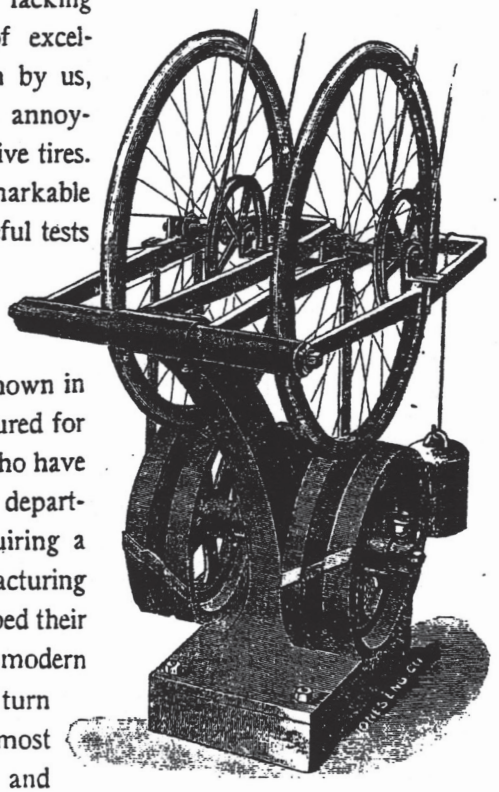
Our Detachable.

THEY have not labored and experimented in vain to produce a detachable tire which will embody the most simple mechanical detaching device. The objection to detachable tires in the past has been that the tire cover when inflated would blow off the rim, to say nothing about rolling off when deflated. This tire overcomes all these objections, as it cannot be pulled off the rim even when deflated, unless detached in the regular way. Compare our mode of attaching to other wired-on tires. They are constructed with one wire on either edge of cover, and when inflated the pressure comes directly against the sides of the rim. This means that, if you apply 35 to 40 lbs. air pressure in your tire, you have just that much pressure against the side of your rim, and the least material strain will cause the rim to split around the spoke holes. It is, therefore, absolutely impossible to split a wood rim with the Electric Tire, as the rim is not subjected to the slightest pressure. In case of a puncture, the wire may be removed from either side, the inner tube taken out for repairs, and the wire adjusted into place in a moment.



TIRES.

During previous years we purchased our tires from manufacturers of the highest standing, and relied upon their judgment, experience, and mechanical ideas for satisfactory results. We found, however, they were lacking the high standard of excellence in construction expected from them by us, and were, in consequence, put to endless annoyance and expense by reason of the defective tires.



Our '96 tires have shown a remarkable advance in scientific construction. By careful tests on our testing machine we have been enabled to fix upon a construction which, for wearing qualities and resiliency, has reached the highest degree of excellence shown in the manufacture. They will be manufactured for us by the Brantford Cycle Supply Co., who have secured a corps of experts in the different departments who have spent a lifetime in acquiring a thorough knowledge in the art of manufacturing rubber and rubber goods. They have equipped their tire department with the best and most modern machinery known to the art, and can turn out tires which have proved, after the most exhaustive tests, to be the best wearing and most satisfactory tire ever produced, fully justifying our claim that in rubber, fabric and process of manufacture we have produced a tire most durable in wearing qualities and most resilient in riding.

Terms:
Net Cash
With Order.

DISCOUNTS liberal. Discounts to the trade on sundries, repairs, etc., will be made known on application.

GOODS SENT C.O.D. when a sufficient amount to pay carriage both ways is sent with order.

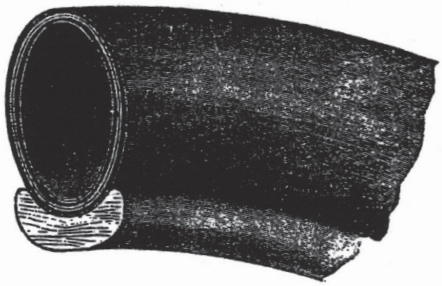
OUR RESPONSIBILITY ends when we deliver goods at Post Office, Express Office or Freight Depot. If damages are sustained, claims must be made to transportation company.

IN SENDING IN REPAIRS, always tag and address them distinctly, with the full name and address of the sender, and promptly advise us by letter, and by what route they are shipped. Charges must be prepaid on all goods thus sent, or we will not accept them.

WE MAKE NO CHARGE for crating bicycles, but charge for boxing or crating repairs.

ACCOUNTS are not opened except with our regular agents, as small accounts entail unnecessary work and inconvenience.

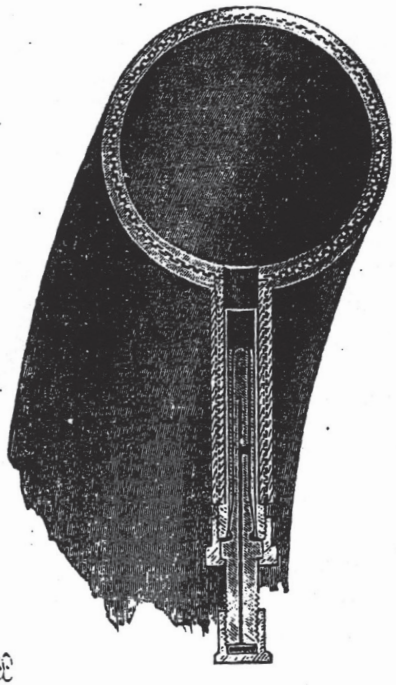
Single-Tube Tires.



Our Single Tube combines all the desirable points in the hose-pipe tires. The fabric is close woven, to resist puncture and leaks, and at the same time it is so made that it has more resiliency and greater speed than any other form of single-tube tire.

In addition to this, we are making these tires with a pebbled tread, and riders will find on muddy roads an entire absence of side-slip.

This tire can be repaired by any person of ordinary skill with the aid of our repair kit furnished with each machine.



GUARANTEE.

Brantford Bicycles.

BRANTFORD NUMBER.

.....

Sold to .....

is hereby guaranteed for one year from date of original purchase, to be free from imperfections in material or manufacture, and agree with our purchaser to make good at our store or factory any defects in it not caused by Use, Misuse or Neglect, provided that its factory serial number be present intact, and that all defective parts be referred to us before the claim is allowed.

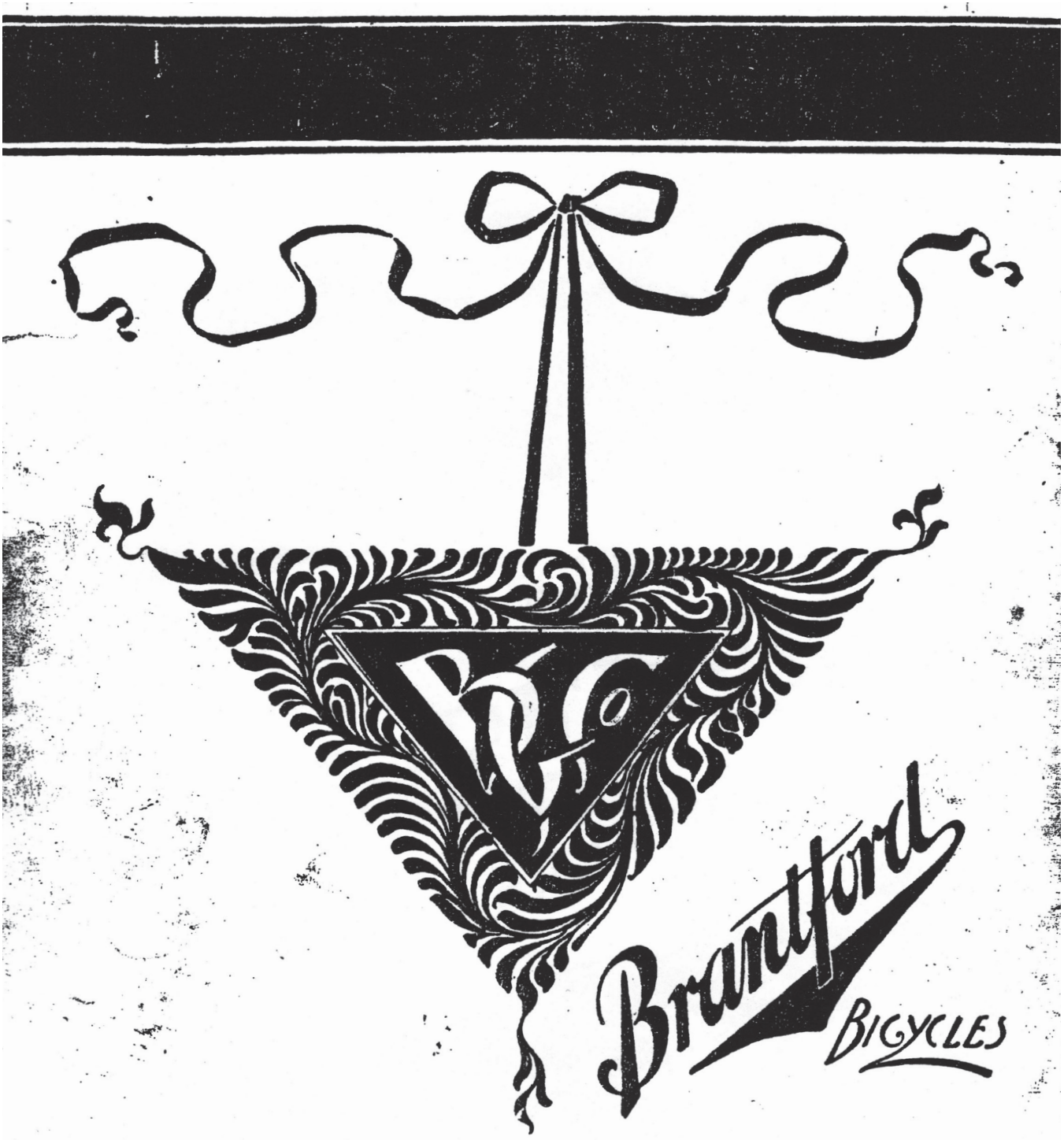
THE GOOLD BICYCLE CO. LTD. INCORPORATED SEAL 1888 BRANTFORD, ONT.

This guarantee is not genuine unless it bears the official seal of the Company. Dated at Brantford this ..... *day of* ..... *in the year Eighteen Hundred and* ..... .

The Goold Bicycle Co., Ltd.

Brantford, Ont.

THE ABOVE IS A COPY OF THE WARRANT WE GIVE WITH EVERY BICYCLE, BUT YOU WILL NOTE THAT THE TIRE IS ONLY GUARANTEED AGAINST IMPERFECT MANUFACTURE.


Brantford
BICYCLES